



OFFICESPACE 

Sales Development Case Study

PREPARED BY CIENCE TECHNOLOGIES, INC



About OfficeSpace Software

The smarter, easier way to manage your space.

OfficeSpace is more than just a workplace management software.

It's a search engine for your workplace. It's the insights that reduce real estate costs. It's a way to optimize your facility and engage employees.

OfficeSpace features are designed to help you find fast, simple solutions to even the most complex workplace challenges. No bloat. No complexity. Just a powerful, incredibly rich platform that's remarkably easy for everyone to use.



David Spence

Director of Business Development

Industry

Software

Website

officespacesoftware.com

Challenges and Scope

ICP: Pharmaceuticals and Biotechnology/Greentech

Product: A software platform for managing space.

CIENCE Technologies coordinates the lead generation efforts for a facility management software company. After researching appropriate industries and clients, they conduct cold-email campaigns.

Why CIENCE

"It's refreshing to have a partner that is organized and continues to push us." – David Spence, Director of Business Development

OfficeSpace Software initially chose to work with CIENCE because they appreciated clearly the offer was presented through the cold-email offer. When CIENCE first contacted OfficeSpace Software, they had already attended to developing other channels and the timing was just right to discuss outbound lead generation.

This initial outreach also serves as an example of what each partner can expect from CIENCE on their behalf.

As David Spence said, *"CIENCE Technologies provides a refined and time-tested method, which has produced several new clients throughout the engagement. The staff is communicative and holds clients accountable so that progress can be achieved. Their knowledge of varying industries makes them a valuable partner."*

RESULTS

OfficeSpace Software and CIENCE have been partnered since August 2016. Every week, OfficeSpace Software and CIENCE sync up to discuss the target industry and the customer base they wish to target. Then, our team researches and obtains contact information of the key players, gets approval from the OfficeSpace, and proceeds with the cold-email outreach.

“Because of their efforts,” says David Spence, “we’ve added an average of 1.5 customers per month, and that’s been a valuable boost to our company.”

CIENCE’s Evaluation

Overall Score		★ ★ ★ ★ ★
Scheduling		★ ★ ★ ★ ★
Cost		★ ★ ★ ★ ★
Quality		★ ★ ★ ★ ★
NPS		★ ★ ★ ★ ★



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